

PopCap® Style Guide



Welcome!

The PopCap® Style Guide is your toolkit for making the PopCap name memorable. At PopCap, we hold our communications to the same passionate standard as our games: to be extraordinarily fun, constantly engaging and, well, great!

By following these guidelines, you help us convey our company's unique personality in all our communications — so that when people think “fun, high-quality games,” they think “PopCap!”

What's this guide for?

Customer-facing communications

Printed packaging, direct mail, ads, etc.

Partner and marketing materials

Sales sheets, brochures, signs, press kits, etc.

Third-party Web portals

Websites, e-newsletters, banner ads, etc.

Who can use it?

You're welcome to use this guide if you're a PopCap employee, partner or other party who is authorized to use PopCap assets (logos, art and trademarks) in order to sell or distribute PopCap games.

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For design assets, go to:

\\sea-clfil-01\Public\
PopCap_Brand_Assets\



PopCap® Style Guide

LOGOS

Our Logos

The PopCap brand is anchored by the following logos, which we provide online. You may use these logos only in the approved sizes and colors, and you must always include the trademark symbol. See “Correct Usage” for details.

PopCap primary logo

The primary PopCap logo is the wordmark with a trademark symbol. You'll use this logo most of the time. It can be used in black, PopCap Red or white.

PopCap®

PopCap®

DON'T TRY THIS AT HOME

The word “PopCap” is specifically drawn, so you should always use our logo art. Do not try to recreate the wordmark from a similar-looking font.

PopCap secondary logo

It can be used in black, PopCap Red or white.



PopCap China primary and secondary logos

The primary PopCap logo for use in China consists of the wordmark, a trademark symbol and “Bao Kai” written in Chinese. The Chinese characters must always appear beneath the bottlecap in the secondary version of the logo.

PopCap® 宝开

PopCap® 宝开



PopCap® Style Guide

LOGOS

Clear Space

To help the PopCap brand stand out among other elements, a certain amount of “clear space” must exist around it.

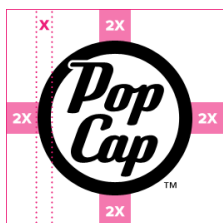
Typical spacing

When a PopCap logo is placed alongside headings, text or other logos (ours or other vendors’), it must have minimum clear space of 2x the width of the ring (for the logo) or 1x the x-height (for the wordmark).

PopCap primary logo



PopCap secondary logo



PopCap China primary and secondary logos



PopCap® Style Guide

LOGOS

Sizing

We've designed the PopCap logos to look their best when used within these specified size ranges. As you scale the logo, the trademark symbol must remain legible.

PopCap wordmark

You may enlarge the PopCap wordmark as much as you like. The minimum sizes are shown here.



PopCap logo (one-color)

You may enlarge the PopCap logo as much as you need to (vector files) or up to 3" wide (jpg files). The minimum sizes are shown here.



Play nice with others

When using the PopCap logo alongside other vendor logos, size the PopCap logo to have the same visual weight as the other logos, as shown here.



PopCap® Style Guide

LOGOS

Usage

Below are general guidelines for properly using the PopCap logos and the trademarks and special effects that go with them.

Acceptable logo placement over background



ACCEPTABLE

Present the logo only in white, black, or PopCap Red and only against backgrounds with a good contrast

UNACCEPTABLE logo placement over background



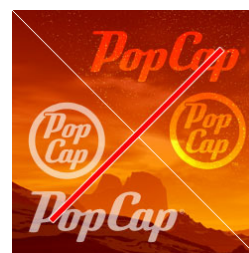
NOT ACCEPTABLE

Not enough contrast with background



NOT ACCEPTABLE

Do not add a stroke



NOT ACCEPTABLE

Do not make transparent



NOT ACCEPTABLE

Do not use any color but black, white or PopCap Red



NOT ACCEPTABLE

Do not place logo over busy background

LOGOS

Incorrect Usage

Below are general rules about how the logo and the wordmark should not be used. See also “Correct Usage” for asset-specific guidelines.

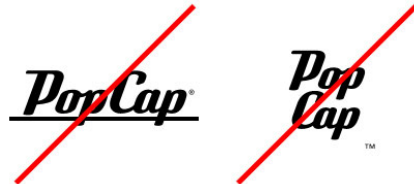
Do not stretch or scale disproportionately



Do not rotate, skew or distort



Do not add or remove elements



Do not omit or alter the trademark symbols



COLORS

PopCap Palette

The colors used in print and on screen are referred to as the “PopCap Palette.” They establish a strong association with PopCap.

Color	RGB	HEX	CMYK	PANTONE
Primary Colors				
 PopCap Red	R237 G28 B36	ED1C24	0C 100M 100Y 0K	PMS 485C
 PopCap Blue	R0 G161 B228	00A1E4	100C 10M 0Y 0K	PMS 2995C
 PopCap Yellow	R255 G212 B0	FFD400	0C 15M 100Y 0K	PMS 123C
Secondary Colors				
 PopCap Orange	R245 G168 B28	F5A81C	0C 50M 100Y 0K	PMS 144C
 PopCap Green	R128 G195 B66	80C342	65C 0M 100Y 0K	PMS 369C
 PopCap Dark Blue	R50 G58 B195	323AC3	100C 35M 0Y 20K	PMS 2935C

TYPE

Typefaces

Consistent font usage is an important part of the PopCap identity.

Body type for print

PopCap uses Proxima Nova and Omnes for all body and headline text.

Proxima Nova

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Condensed Regular

Proxima Nova Extra Condensed Regular

Omnes

Omnes Medium

Omnes Medium Italic

Omnes Semibold

Omnes Semibold Italic

Omnes Bold

Omnes Bold Italic

Omnes Black

Omnes Black Italic

Body type for on-screen applications, Word and PowerPoint documents

Calibri

Arial

POPCAP & EA CO-BRANDING

Preferred Treatment

When co-branding with EA is needed, this is the preferred treatment.

Character lock-ups

Use the lock-ups as shown here. **These should be secondary to the PopCap brand visually (see example below).**

Should be smaller and less prominent than the PopCap logo. Do not alter size, color, or treatment of the EA logo.



PopCap position prominent

Critical Success Factors
for creating enduring appeal

- ★ Here is some supporting text that expands upon the headline with as few words as possible.
- ★ Lorem ipsum dolor sit amet consectetur.
- ★ Lorem ipsum dolor sit amet.

PopCap can see these factors like no other

PopCap

Example

EA smaller, less prominent

PopCap[®] Style Guide

POPCAP & EA CO-BRANDING

Formal Treatments

Use only when a formal logo treatment is required.

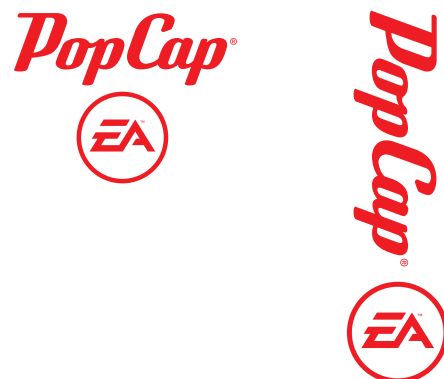
Preferred logo lock-up

PopCap as primary logo, horizontal format.
Preferred colors are PopCap Red or white.



Alternate logo lock-ups

PopCap as primary logo, centered or spine treatments.
Preferred colors are PopCap Red or white.



Copy treatment

PopCap logo with “An EA Company” copy set in Omnes Semibold Italic. Preferred colors are PopCap Red or white. Do not alter the text.



PopCap China logo lock-up

PopCap China as primary logo, horizontal format.
Preferred colors are PopCap Red or white.



POPCAP & EA CO-BRANDING

Examples

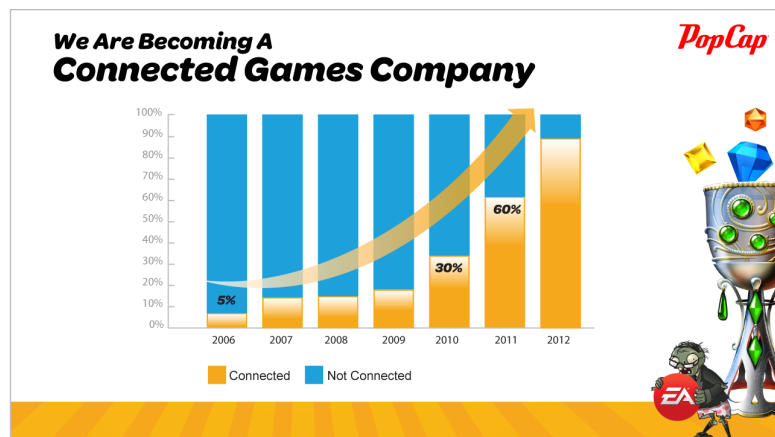
Here are some examples of appropriate uses of PopCap/EA co-branding.



Presentation or business card application



European packaging,
if EA is the publisher



PopCap presentation

EDITORIAL

Editorial Style Guide

Capitalization

Game modes: Action mode, Zen mode, Puzzle mode, Endless mode, Classic mode

Gem names: Star gem, Flame gem

Game names

Chuzzle: the game name should be capped, but no cap for miscellaneous chuzzles in text

Mystery P.I.:

- P.I. in text should always have periods
- the dash before the rest of the game name is an en dash
- Mystery P.I. games should not be alphabetized by the word “the” (i.e. Mystery P.I. – The London Caper should be listed before Mystery P.I. – Lost in Los Angeles)

Plants vs. Zombies in text: the word vs. should always have a period; PvZ is an acceptable short version of Plants vs. Zombies

Zuma’s Revenge!: the game name includes the exclamation point

Logos and trademarks

Each time a game logo is used, it should have a TM on it (the following games have no TM on the logo: Cosmic Bugs, Hammer Heads, Talismania, Venice, Water Bugs)

When a game name is used in text, it should carry the correct trademark symbol on the first mention in a headline and the first mention in body copy.

A comprehensive list of trademarks for our logos and for game names in text can be found here:

<http://www.popcap.com/trademarks>

Punctuation

No serial commas in short lists; serial commas OK in clause lists

Ellipses have no space in between, no space before, and... one space after

Em dashes have a space on either side — not closed up

Hyphen, not en dash, in number spreads (e.g., 2000-2006)

Numbers

Spell out one through nine, use numbers for 10 and above

Frequently used words

email

gameplay

hardcore

Internet (capped)

multiplayer

PopCap.com (not www.popcap.com)

Web (capped)

website (lower case)

LEGAL

PopCap Marks and Where to Find Them

PopCap has two kinds of marks — “name marks,” such as the company name and game names, and “design marks,” such as the company logo and game logos.

We have published a list of PopCap marks at www.popcap.com/trademarks. The list indicates the appropriate symbol (® or ™) to use for each PopCap mark. For copyright purposes, it also indicates the owner of the mark, whether that is PopCap Games, Inc. or one of our licensors.*

We occasionally update this master list of marks, so please check www.popcap.com/trademarks each time you produce new creative materials or update existing material.

Using PopCap Marks

On every piece that you create relating to a PopCap game, you must ensure that the overall presentation makes it clear that PopCap (or its licensor) is the game’s developer or publisher, and that you do not imply that anyone else is the source of any PopCap game. This is most easily done by including the PopCap name and/or the current PopCap corporate logo in a way that clearly links PopCap to our game.

Using our name marks

Name marks are used in text references, such as headings and descriptive body copy. When using PopCap name marks, you must abide by the following requirements.

1. DISTINGUISH THE MARK FROM THE SURROUNDING TEXT OR ARTWORK IN SOME WAY

For instance, Capitalize the First Letter of the primary words of the mark; MAKE THE MARK ALL CAPS; *italicize* or **bold** the entire mark; place the entire mark in “Quotation Marks”; or use a **Different Font** for the mark than for the surrounding text:

Correct: The BEJWELED® game
Download the newest title in the Bookworm® series
The **PopCap®** brand is synonymous with fun.
Our top-seller, the *Chuzzle®* puzzle game...

* Unless you are under contract with PopCap and are producing a disc, package, game-screen image or some other asset that is closely associated with, or affixed to, a PopCap game, you do not need to include a PopCap copyright notice on material that you create. For questions about copyright notices, please contact the individual (or email address) listed in the branding portion of your PopCap contract.

LEGAL

2. USE THE MARK ONLY AS AN ADJECTIVE FOLLOWED BY A GENERIC NOUN

Do not use it as a noun or verb, and not in the plural, possessive form, or contracted form:

Correct: The Bejeweled® game
Download the newest title in the Bookworm® series
The PopCap® brand is synonymous with fun.
One top-seller, the Chuzzle® puzzle game...

Incorrect: Feeding Frenzy's the best game ever!
Peggle's instant-replay feature lets players save plays.

3. DO NOT MODIFY A MARK

Do not alter a mark through hyphenation, combination, “verbing,” abbreviation or similar treatment:

Incorrect: PopCapped
PopCap-ized
BigMoney™-type game

4. ALWAYS USE THE APPROPRIATE TRADEMARK SYMBOL

See below, “Using our trademark symbols and attribution,” for instructions.

5. FOR MULTI-WORD POPCAP GAME MARKS, PLACE ALL WORDS ON THE SAME LINE

That is, don't break a multi-word PopCap game name, such as Bookworm® Adventures, across two lines of text.

Using our design marks

The trademark list at www.popcap.com/trademarks shows a sample of each PopCap design mark. Some marks have two versions of the design — a stacked version for vertical treatments and a one-line version for horizontal treatments. When using PopCap design marks, you must abide by the following requirements.

1. DO NOT COPY THE LOW-RESOLUTION VERSIONS

Do not use the low-resolution versions from the online list or from the PopCap website in your publications. Instead, use the high-resolution files we provide.

2. ALWAYS USE THE APPROPRIATE TRADEMARK SYMBOL

See below, “Using our trademark symbols and attribution,” for instructions.

Using our trademark symbols and attribution

In all materials you create, you must include:

- The appropriate *trademark symbol* for each PopCap name mark and design mark used.
- The appropriate *trademark attribution* text from PopCap.

LEGAL

The list of marks at www.popcap.com/trademarks indicates the appropriate symbol (® or ™) to use for each PopCap mark. Please note that in some cases the symbol for the name mark and design mark differ, and that some names and designs do not carry a symbol at all.

TRADEMARK SYMBOLS FOR NAME MARKS

Use the appropriate ™ or ® symbol on the first occurrence of the name mark in body text and on the most prominent use of the mark (such as in a heading). Place the symbol directly following the mark. See www.popcap.com/trademarks to determine the appropriate symbol to use with a particular PopCap name mark.

It's especially important to be careful with the PopCap mark — while PopCap Games, Inc. is our corporate name, PopCap (and not PopCap Games) is our trademark. Do not use a symbol with PopCap when you are referring to the company itself, only when using PopCap as the brand:

Correct: The PopCap® way is to make games fun, fun, fun.
PopCap® games are industry leaders.
At PopCap Games, it's all about fun.
Here's the latest title from PopCap!

Incorrect: At PopCap Games®, it's all about fun.
At PopCap®, games are all about fun.
From PopCap® Games, makers of fun on the run!

You must also use the correct mark for “sequel” games. As indicated in the trademarks list at www.popcap.com/trademarks, the trademark symbol goes after the second word of some titles and after the first for others:

Correct: The Bejeweled® game
The Bejeweled® 2 software
The Feeding Frenzy™ 2: Shipwreck Showdown software
The Bookworm® Adventures game

TRADEMARK SYMBOLS FOR DESIGN MARKS

You must include the appropriate ™ or ® on every PopCap design mark, even if the design mark is used more than once in the same publication and/or at different sizes. The high-resolution design files we provide online include the trademark symbol in the proper location on the mark.

TRADEMARK ATTRIBUTION TEXT

Any materials that use a PopCap mark must include one of the following trademark attribution notices.

If the material includes a game name (or multiple game names):
[Game name(s)] and PopCap are trademarks of Electronic Arts Inc.

If there are no game names mentioned:
PopCap is a trademark of Electronic Arts Inc.